



ECONOMIC EFFICIENCY OF SOCIAL ADVERTISING AND ITS DIFFERENCE FROM COMMERCIAL ADVERTISING

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***Annotation:** This article provides a comparative analysis of the similarities and differences between commercial and social advertising. The study substantiates the commonality of distribution channels of both types of advertising (SMI, outdoor advertising, New media, etc.). It also reveals the differences between the informational, economic, educational and social functions of advertising. Particular emphasis is placed on the strategic role of social advertising in ensuring the well-being of society and the long-term economic stability of the state.*

***Keywords:** Commercial advertising, social advertising, advertising media, economic function, social problem, behavioral model, educational significance.*

In a modern information society, advertising has become not only an integral part of economic relations, but also a powerful tool for the formation of social consciousness. Today, advertising is divided into two large branches according to its direction and ultimate goal - commercial and social advertising. Although these two types pursue fundamentally different goals (profit and socialization), there are common features that unite them.

The main similarities of commercial and social advertising are evident in their sources (i.e., the sources and means of distributing these advertisements are almost the same).

Depending on the characteristics of the means of distributing advertisements (channels), the following types are distinguished:



Advertisements in the published SMI (advertising modules, information notes, information - advertising leaflets and applications);

Advertisements in electronic SMI (on radio and television - commercials, slots, shows, sponsorship);

Polygraphic advertising (advertisements in the form of books, booklets, leaflets);

Postal advertising (letters, mailings);

Outdoor advertising (neon lights, pylons, billboards, hanging advertisements, light boxes, advertisements installed on the exterior of buildings);

New media (mobile advertising (SMS messages, information and reference books), advertisements placed in computer games);

Advertisements placed in transport (on buses, trams, trolleybuses);

Non-traditional advertising (design of shopping centers, inflatable advertisements, advertisements placed on souvenirs, tickets, cashier's checks);

Internet advertising (sites, banners, text advertisements, mailings, conferences, chats, forums, bulletin boards, discussion pages);

Advertising modules;

Texts, leaflets, booklets, etc.;

Flyers, stackers, etc.;

Video, audio clips;

Cinema;

Internet;

The information function of commercial advertising is expressed in the dissemination of information about goods or services on a large scale, their description, place of sale, whether a particular company has a trademark. In relation to social advertising, this function is expressed in the fact that it is aimed at providing citizens with relevant information about a particular social problem and attracting attention to it.



The economic function of commercial advertising is determined by the acceleration of sales of goods and services, as well as the volume of investments. The economic function of social advertising is manifested in the long-term perspective, leading to the solution of social problems, achieving economic achievements in the form of welfare for the state. Of course, the solution of various problematic situations in society, the health of the nation, ensuring the full receipt of taxes to the state budget, and similar situations mean economic income for the state. This situation ultimately increases the power and capabilities of the state. In this regard, the care of workers about their personal health ensures their high working capacity, the acceleration of the coefficient of production of a certain type of product, and in turn increases the potential of these or those firms and organizations in which these workers operate. In addition, the issue of the health of the nation also means the birth of healthy children. The educational function of commercial advertising consists in providing various types of news on all spheres of production and consumption. The concept of educational function in relation to social advertising is reflected in informing the public about certain socially important values, directing public opinion about existing problems in society and ways to solve them, and providing information.

The social function of commercial advertising is aimed at shaping the public's consciousness and is characterized by its focus on strengthening social ties and improving existing conditions. Some commercial advertising has a socially significant impulse (message), and social aspects are hidden in this type of advertising, for example, the consumer will benefit from buying this or that product. The social function of social advertising is aimed at shaping public opinion in the future, in the long term, and, as noted above, is aimed at changing behavioral patterns in society.

The aesthetic function of commercial advertising, just like in social advertising, is aimed at shaping the consumer's taste. The advertising product



is created directly by talented designers, artists and directors, people with creative professional skills, therefore this product is in a certain sense a work of art. Advertising videos created at the artistic level are often awarded at international festivals. However, advertising videos of this type cannot always be considered functional.

All these are the distinguishing features of social advertising from commercial advertising. In order to fully understand the differences between social advertising and other types of advertising, it is necessary to study the history of its development in detail.

It can be noted that currently social advertising is widely used by various social non-profit institutions around the world, including churches, schools, hospitals, universities, etc.

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